

LEADER CONVERSATION GUIDE

# Getting Clear on Brand

## Episode 103

### *An Interview with Kem Meyer on Reshaping Our Understanding of Communications for This Decade*

A few decades ago, helping a ministry improve communication was simpler. Churches weren't talking about design or brand or project management or technology—we weren't putting our best foot forward. Churches *are* doing those things now, and some of our stuff looks better. But overall our outcome is not better. Many churches are still in decline, and all this cool stuff we're creating is not putting the mission and vision in action or within reach.

In this episode, Tony and Amy interview Kem Meyer of [Less Chaos. Less Noise.](#) about how to reframe our understanding of brand and communications for this decade, and share some practical tools to help you get started.

### *The Church Communications Issues Kem Sees Today*

- The issues primarily come down to focus, and these are some of the symptoms:
  - Declining attendance or a plateau in weekend attendance.
  - Low first time guests numbers.
  - Low engagement with the community.
  - Generational turf wars or silos.
  - Insider messaging that is confusing to people on the outside.
  - Lots of activity and work that's not producing the desired results.
- Overall, there's just a lack of focus that wastes resources on things that don't bring a return. All of these symptoms start with lack of clarity: There is no vision or no strategy. You've got to have that in place before you start talking about communications.

Communication has less to do with what we want people to do or what we're trying to say and more about removing barriers and answering the questions people are asking.

## Where to Start the Conversation

- Our cool "stuff" isn't leading to changed lives. The quality of what we produce has gone up while attendance and discipleship keep going down.
- Getting clear on communications and brand requires taking a step back from the day-to-day felt needs of the team. Think bigger. Ask yourselves:
  - What communications do we need to get 200 or 2,000 people equipped to own and carry out our mission and vision?
  - How do we unleash an army of brand ambassadors to communicate as one church?
- Brand is not something that gets assigned to one guy with Photoshop. It emanates from the behavior of the whole congregation.
- According to Jeff Bezos of Amazon, *"Your brand is what people say about you when you're not in the room."*

Every interaction someone has with your church defines your brand, not what you put together in your Planning Retreat or what makes up your best intentions. It's how your church actually behaves as a body. And if it's the total activity generated by the whole body, not just one department, then you start trying to solve the problem differently. You think about the support systems and tools that help everybody reinforce the brand, not just the preacher or the designer.

## Take Your Next Steps

- **Start with organizational clarity.** There are three parts of your brand: What you profess, what you practice and what you promote. Those have to be in alignment. Without alignment, your communications will not connect with your audience and you won't be able to future proof your mission or vision. The Unstuck Group can help your church with organizational clarity. It's what we're good at. [Let's talk.](#)
- **Build a brand cue card.** It's an essential tool for moving your aspirational vision into operational reality—a simple cheat sheet that directs individual behaviors towards a shared goal. Free Download: [Kem's Brand Cue Card template](#)
- Check out [Less Chaos. Less Noise.](#)
- Listen to [Why Church Communications Is Stuck in 2004.](#)

Listen to the episode on iTunes or at [theunstuckgroup.com/episode103](https://theunstuckgroup.com/episode103).